

Claims:

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1. A greeting card comprising:
a greeting card portion having at least a front panel and a rear panel, at least one of the panels having preprinted indicia thereon;
a gift card having a coded portion with coded information thereon; and
coupling means for temporarily securing the gift card to one of the front and rear panels whereby the panels initially conceal the gift card from view.
2. A greeting card as set forth in claim 1, wherein the front panel and rear panel are connected along a hinge line.
3. A greeting card as set forth in claim 2, wherein at least one of said panels includes preprinted indicia corresponding to a particular occasion.
4. A greeting card as set forth in claim 3, wherein at least some of the preprinted indicia is concealed beneath the gift card.
5. A greeting card as set forth in claim 1, wherein the coupling means includes adhesive.
6. A greeting card as set forth in claim 1, wherein the coded portion includes a personal identification number corresponding to the gift card.
7. A greeting card as set forth in claim 1, wherein the coded portion includes scannable information.
8. A greeting card as set forth in claim 7, wherein the coded portion includes a magnetic strip.
9. A greeting card as set forth in claim 7, wherein the coded portion includes a bar code.
10. A greeting card as set forth in claim 7, wherein the coded portion includes a transponder.
11. A greeting card as set forth in claim 7, wherein the coded portion includes a transmitter.
12. A greeting card as set forth in claim 1, wherein the panel carrying the gift card includes a window positioned in registry with the coded portion.
13. A greeting card as set forth in claim 1, wherein each of the panels of the greeting card portion has a width and length and the gift card portion has a width and a length which is less than the width and length of either of the panels.

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